

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

DBS5048 – PRINCIPLES OF MARKETING

(All sections / Groups)

3 MARCH 2016

2.30 p.m – 4.30 p.m

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 7 pages with Section A, Section B and Section C.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please provide all your answers in the Answer Booklet and OMR form provided.

SECTION A: MULTIPLE CHOICE QUESTIONS (EACH QUESTION 1 MARK). Answer for this section should be shaded on OMR sheet provided.

1. Companies that using marketing concept for their marketing strategies will focus more on _____.
 - A. existing products
 - B. customer needs
 - C. products improvements
 - D. improving production
2. The first step in marketing process is to _____.
 - A. create values for customers
 - B. design the marketing strategy
 - C. build good relationship with customers
 - D. understand the market
3. Gary works as a marketing executive in Kuala Lumpur. On his pay day, he goes to fancy restaurant to have steak for lunch instead of going to his favorite restaurant. The lunch meals that he takes on that day can be describe as his _____.
 - A. needs
 - B. demands
 - C. wants
 - D. desire
4. Which of the followings has the advantage to observe what has made the competitors successful?
 - A. Market challenger.
 - B. Market leader.
 - C. Market follower.
 - D. Market niche.
5. Which is true about marketing objectives?
 - A. Increase market share.
 - B. Build profitable customer relationships.
 - C. Research.
 - D. Improve profits.
6. In 2010, Proton Saga was the most profitable segment for Proton Holdings. The market was growing high, high in market share and required less investment to maintain the market share. According to Boston Consulting Group Approach Proton Saga is considered as _____.
 - A. star
 - B. cash cow
 - C. dog
 - D. question mark

Continued.....

7. Salmah has been selling nasi lemak every morning at Bukit Beruang for 7 years. Due to increase in competition, Salmah would like to modify her nasi lemak and offer more new items to the customer. She is developing _____ strategy.
- A. market penetration
 - B. market development
 - C. product development
 - D. diversification
8. All of the followings are the customer insight team's functions **EXCEPT**:
- A. Collect customers' information from various sources.
 - B. Include all firm's functional areas.
 - C. Represent the marketing department only.
 - D. Use the insights to create more values to customers.
9. Information obtained from a systematic collection and analysis, which publicly available, on consumers, competitors, and environments better known as _____.
- A. market research
 - B. competitive market intelligence
 - C. internal data
 - D. primary data
10. Terrance requires information about MAS to complete his assignment. At the same time, Mary also researching on MAS for another assignment and she does an interview with MAS manager. If Terrence use the information from the interview for his assignment, he is using _____.
- A. secondary data
 - B. primary data
 - C. internal data
 - D. research data
11. Andy lives in Durian Tunggal and a regular customer of Pizza Hut. For the firm, Andy is its _____.
- A. business consumer
 - B. final consumer
 - C. consumer market
 - D. industrial buyer.
12. Which of the following is **NOT** a measurement of social class?
- A. Occupation
 - B. Education
 - C. Wealth
 - D. Attitude

Continued.....

13. Gobi wishes to be part of Proton Saga Auto Club knowing that the club always organize convoys to many places, thus buying Proton Saga. The factor that makes Gobi buys Proton Saga is _____.
A. family
B. membership groups
C. reference groups
D. aspirational groups
14. According to Maslow's Hierachy of Needs, the basic needs for human is _____.
A. love
B. protection
C. hunger and thirst
D. recognition
15. Which of the followings is TRUE about dissonance-reducing buying behavior?
A. High involvement, significant of brands.
B. Low involvement, significant of brands.
C. High-involvement, insignificant of brands.
D. Low involvement, insignificant of brands.
16. Segmenting the market according to regions, nations or district is known as _____.
A. psychographic segmentation
B. behavioral segmentation
C. demographic segmentation
D. geographic segmentation
17. When a business targeting the whole market with one offer, the business is doing _____.
A. undifferentiated marketing
B. differentiated marketing
C. concentrated marketing
D. micromarketing
18. _____ is the advantage that a business have over competitors.
A. Competitive advantage
B. Differentiation
C. Strength
D. Position
19. One form of primary research is _____.
A. review published articles
B. Internet research
C. library research
D. focus group

Continued.....

20. Which of the following describe service?
- A. Bank
 - B. Shampoo
 - C. Computer
 - D. Car
21. Which of the following is augmented product?
- A. Shampoo at saloon.
 - B. French fries in meal set at McDonalds.
 - C. Mouse for personal computer.
 - D. Air condition in a restaurant.
22. If Ahmad bought a laptop to be used for business purpose at office, that laptop is considered as _____.
- A. industrial product
 - B. consumer product
 - C. augmented product
 - D. actual product
23. The last stage in New Product Development process is _____.
- A. concept development
 - B. test market
 - C. idea generation
 - D. commercialization
24. PLUS Berhad had a new idea in improving the Smart Tag services. They trial the new product at Batu Tiga Shah Alam toll to gain feedback from consumers and to try its functionality. PLUS is actually _____.
- A. developing new product
 - B. test marketing
 - C. analysis the product
 - D. creating marketing strategy
25. All of the following are the considerations in setting price **EXCEPT**:
- A. competitors' strategy.
 - B. marketing strategy.
 - C. price floor.
 - D. marketing mix.
26. Which of the following is **NOT** the benefits of cost-plus pricing?
- A. Firm can ignores demand and competitor prices.
 - B. Firms can be certain on cost.
 - C. Price competition is minimized.
 - D. It is fair from buyer's perspective.

Continued.....

27. Consumers can find Nestlé's product at 7-Eleven. 7-Eleven is Nestlé's _____.
- A. downstream partner
 - B. upstream partner
 - C. demand chain
 - D. business partner
28. A(n) _____ is a vertical marketing system that coordinates successive stages of production and distribution through the size and power of one of the parties.
- A. contractual marketing system
 - B. corporate vertical marketing system
 - C. franchise organization
 - D. administered vertical marketing system
29. Which tool of the promotion mix is designed to build good corporate image?
- A. Advertising
 - B. Sales promotion
 - C. Personal selling
 - D. Public relations
30. Which of the following is **NOT** describing personal communication?
- A. Phone call.
 - B. Blog.
 - C. WhatsApp chatting.
 - D. E-mail.

[TOTAL 30 MARKS]

Continued.....

SECTION B: SHORT STRUCTURED QUESTIONS (TOTAL 15 MARKS). Answer ALL questions. Answers should be written in the answer booklet provided.

Nestle Draws New Strategy for Milo – StarBiz

The challenge in marketing Milo in Malaysia is to get consumers to consume more frequently and to consume beyond a certain age.

Nestle Assistant Vice President (coffee & beverages strategic business unit) Anthony Aves said that in Malaysia, almost every single household had Milo at one time.

“30% of Milo sales volume worldwide is generated in Malaysia.

“So the challenge in Malaysia is very different from in Vietnam and Indonesia, where only a small proportion of the population consume Milo,” he told StarBiz in Vevey, Switzerland.

He said the average consumption among the core target group of 5-12 year- olds was almost two cups a day and the challenge was to get them to drink a third cup.

Another strategy, Aves noted, was to get them to consume longer.

“If consumers are dropping out at 12 to 13 years of age, we want to keep them longer in the franchise and keep them until 15 to 16 years old.” He added.

Milo in the ready-to-drink (RTD) cans is targeted at teens. “In five to six years, we expect to double our RTD business,” he said.

Worldwide, Nestle is the leader in Chocolate malt beverage, with 45% market share. Its three leading brands in that category are Milo, Nesquik, and Nescau.

Question 1 to 5 refers to the text above.

1. How does Milo segmenting the consumer markets in Malaysia? (2 Marks)
2. What is the initial target market in Malaysia? (2 Marks)
3. Determine the **THREE (3)** brands of Nestle that mentioned in the article above. (3 Marks)
4. Discuss Market-Targeting Strategies that can be used by Milo in order for them to penetrate Malaysian market. (4 Marks)
5. Using the Boston Consulting Group Approach, in which category does Milo Malaysia falls into? And why? (4 Marks)

[TOTAL 15 MARKS]

Continued.....

SECTION C: STRUCTURED QUESTIONS (TOTAL 55 MARKS). Answer ALL questions.
Answers should be written in the answer booklet provided.

QUESTION 1

- a. Explains the **FOUR (4)** nature and characteristics of service. (8 Marks)
- b. With example, describe the **FOUR (4)** classifications of consumer products. (8 Marks)

QUESTION 2

- a. Determines the **FOUR (4)** pricing strategies under value based pricing. (8 Marks)
- b. Describe fixed costs and its example. (2 Marks)

QUESTION 3

- a. Identify any **FOUR (4)** functions of marketing channel. (8 Marks)
- b. Briefly explain marketing channel. (1 Mark)
- c. Briefly explain value delivery network. (1 Mark)

QUESTION 4

- a. Discuss the **FOUR (4)** advertising objectives. (8 Marks)
- b. Define advertising. (1 Mark)
- c. Define Public Relations. (1 Mark)

QUESTION 5

- a. Describe the nature of personal selling. (3 Marks)
- b. List any **SIX (6)** of sales promotion tools. (6 Marks)

[TOTAL 55 MARKS]

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